GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1856
ANSWERED ON:02.12.2011
SPIRITUAL TOURISM
Sugavanam Shri E.G.

Will the Minister of TOURISM be pleased to state:

(a) whether the Union Government has identified some places in the country for promotion of yoga and spiritual tourism;

(b) if so, the details thereof;

(c) whether the Government has prepared a road map for popularization of yoga, spiritual tourism among foreign tourists; and

(d) if so, the details thereof and the revenue likely to be earned by the Government as a result thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF TOURISM (SHRI SULTAN AHMED)

(a) & (b): Development and promotion of tourism including Yoga and Spiritual Tourism is primarily undertaken by State Governments/Union Territory Administrations. However, the Ministry of Tourism provides Central Financial Assistance to States/Union Territory Administrations for projects identified by them, subject to adherence to scheme guidelines, availability of funds and inter-se priority.

(c) & (d): The Ministry of Tourism has formulated guidelines for Wellness tourism. These guidelines address various issues including inter-alia making available quality publicity material, training and capacity building for the service providers and participation in international & domestic wellness related events. The Ministry of Tourism provides financial assistance under the Market Development Assistance Scheme (MDA) to approved wellness centres i.e. representatives of wellness centres accredited by National Accreditation Board for Hospitals & Healthcare Providers (NABH) or the State Governments. The MDA assistance is for participation in wellness conferences/wellness fairs and allied road shows. In addition, the steps taken by the Government to promote Yoga and Spiritual Tourism include promotion in overseas markets through road shows, participation in travel marts, production of brochures, CDs, films and other publicity material.